AN EMPIRICAL INVESTIGATION TO STUDY THE FACTORS AFFECTING MOBILE WALLET ADOPTION: A DEMOGRAPHICAL RESEARCH IN INDIAN CONTEXT

SHORT SYNOPSIS

Submitted in partial fulfillment of the requirement of the degree of

DOCTOR OF PHILOSOPHY

By

HIMANSHI BHARDWAJ
MRUMCDN012K200504

Under the supervision of

Dr. POOJA KAPOOR
Professor

Department of Management & Commerce
School of Management & Commerce

MANAV RACHNA UNIVERSITY
Sector-43, Aravali Hills, Faridabad

Year 2024

MANAV RACHNA UNIVERSITY
Declared as State Private University vide Haryana Act 26 of 2014

MANAV RACHNA UNIVERSITY
Sector-43, Aravali Hills, Faridabad

Date: 7/05/24

DECLARATION BY THE SCHOLAR

I hereby declare that the short synopsis entitled **"An Empirical Investigation to Study the factors affecting Mobile Wallet Adoption: A Demographical Research in Indian Context"** being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in the **Department of Management & Commerce** under the **School of Management & Commerce** of Manav Rachna University, Faridabad during the academic year **2024.**

It is the work that is expected to be carried out under the supervision of **Dr. Pooja Kapoor**.

Further, it is declared that the short synopsis is within the plagiarism limit and copy of the same is attached as per the University norms.

Himanshi Bhardwaj

HIMANSHI BHARDWAJ
Registration Number MRUMCDN012K200504

MANAV RACHNA UNIVERSITY
Declared as State Private University vide Haryana Act 26 of 2014

MANAV RACHNA UNIVERSITY
Sector-43, Aravali Hills, Faridabad

Date: 7/05/24

CERTIFICATE BY SUPERVISOR

This is to certify that, the short synopsis entitled **"An Empirical Investigation to Study the factors affecting Mobile Wallet Adoption: A Demographical Research in Indian Context"** is an original piece of work done by research scholar **Himanshi Bhardwaj** under the supervision of **Dr. Pooja Kapoor** for the degree of Doctor of Philosophy in the **Department of Management & Commerce** under the **School of Management & Commerce** of Manav Rachna University, Faridabad during the academic year **2024.**

Further, it is certified that the short synopsis is within the plagiarism limit and copy of the same is attached as per the University norms.

Dr. Pooja Kapoor
(Professor)
Department of Management & Commerce

CONTENTS

S. No.	Description	Page No.
1	Introduction 1.1 Background of the Study 1.2 Statement of the Problem/Research Gap 1.3 Research Questions 1.4 Research Objectives 1.5 The Proposed Model	5-9
2	Literature Review 2.1 M-Commerce 2.2 Mobile Payment System 2.3 Mobile Applications 2.4 Mobile Payment Applications 2.5 Mobile Wallet 2.5.1 Definition of Mobile Wallet 2.5.2 Meaning of Mobile Wallet	10-12
3	Hypothesis Formation	13-14
4	Research Design	15-16
5	Research Methodology	16
6	Future Research Directions	16-17
7	References	17-21

An Empirical Investigation to Study the factors affecting Mobile Wallet Adoption: A Demographical Research in Indian Context.

ABSTRACT

There has been a noticeable surge in the utilization of wearable and smartphone software, which has coincided with a significant increase in the popularity of mobile wallets, over the past few years. Subsequently, various aspects related to mobile applications are being studied by researchers around the globe. Each and every individual is using a smartphone to make things convenient and easily accessible. After Covid-19 pandemic, India has substantially grown in using mobile applications in every field. The aim of this study is to deal with mobile wallet payment, behaviour intention to adopt these wallets, and antecedents behind them. This study deals with the development that is seen with regard to the utilization of these wallet apps by Indian consumers; during the process, a new model is introduced, and this focuses on the implementation of mobile wallet apps by Indian consumers who indulge in shopping across a vast array of e-commerce sites.

The study uses Theory of Planned Behavior (TPB) elements in conjunction with the extended Technology Acceptance Model (TAM) framework. It then merges them with the respective three innovative constructs of TPB in TAM model which are Subjective Norms, perceived behavioral control, and Attitude through an inductive approach to finalize the significant antecedents of mobile wallet usage and adoption with regard to the Indian context. The focal constructs used are Behavioral Intentions and Usage Behavior.

1.INTRODUCTION

1.1 Background of the Study:

Continuous improvements in cell phone technology have accelerated the consumption of cell phones across the globe as these phones have become a vital part of everybody's life (Wang et al., 2016). Stimulated by Large number of mobile communication networks, users of mobile phones have resulted in a significant increase in Mobile payment systems and Mobile banking (Scornavacca and Hoehle, 2007). According to (Hwang et al., 2007), the personal and professional development of users by mobile phones is the main reason for mobile usage. There are multiple satisfactory reasons for consumers of mobile phones to operate them in a way that simplifies their lives. According to a report by the "International Telecommunication Union" ITU (2012), the number of regular mobile subscribers nearly reached six billion by the end of 2011, which represents 86% of the global population. More than 80 percent of the 660 million new cellular subscriptions added in 2011 were accounted for by developing countries, which were the growth drivers. (Liébana et al., 2015).

Mobile wallets(M-Wallet) under mobile payment systems are tremendously growing nowadays, especially after the lockdown. Contactless payments through digital and electronic platforms have largely contributed to the fast evolution in E-Commerce, and this trend has increased with the surge in COVID-19 cases. A number of studies have been done regarding e-commerce and mobile usage (Phonthanukitithaworn et al. 2016) included that cashless payment technology particularly by mobile payment is growing at a really faster rate accommodating both the individuals and organizations. In m-payment system, majority of the banks now allow their clients to transfer money instantly to anyone from their bank accounts. Payments in store can also be done by just scanning a QR code using an application from your device. This method is usually accepted by convenience stores as well as big international businesses. This has led to consumers being able to transfer or receive money by cashless means (Pham & Ho, 2015). There are various m-wallet apps available such as Google pay, Phone pay, Paytm, etc.

Nowadays, practically all banks use online platforms and M-wallet applications to facilitate their customers through digital channels, like bill payments, domestic and international remittances, e-commerce, m-commerce, etc. In most developing countries, m-payments are growing in popularity because of technological advancements, the extensive usage of cellphones, and the availability of the internet (Islam et al., 2020). Many studies performed in field of marketing have focused on the reasons that affect M-wallet adoption. To provide greater understanding, various ideas

and models from other disciplines have been used. The theories that have gained the most popularity are the mental accounting theory, the trust and innovation diffusion theories, the "unified theories of acceptance and use of technology" UTAUT, and the "technology acceptance model" TAM. Models have been significantly used to study how people accept new technology (Flavian et al., 2020). Not many studies have gone deeper in the acceptance pattern of third party mobile payment system (Dahlburg et al., 2015; Hedmman & Henningsson, 2015; Oliveira et al., 2016). Most of the earlier research on technology adoption patterns looked at online banking, online shopping, and UPI payments. This investigation will focus on how consumers embrace mobile devices and also examine the different factors that influence users' decisions to use mobile phone wallets.

1.2 Statement of the Problem/ Research Gap:

In today's world, almost every person has a mobile phone for various purposes. The user adaption and intended use of M-wallet are subjects of great interest to consumer marketing firms. As the number of digital users continues to grow, a growing number of firms must digitize their payment system and provide online payment services. Several studies have examined how consumers adapt to online wallet payment applications, such as Google pay, Phone pay, Paytm, Mobi Kwik, and others. The majority of them intentionally fail to address the factors that influence customers' acceptance of mobile wallets and their choice to use the mobile payment system.

Numerous studies have been done in this area in different countries. But no study has been done in India using these factors which we will be covering in our research.

The objective of this study is to examine the factors that influence people's choices to use mobile wallet applications. Additionally, we intend to provide suggestions and help to future studies and make practical ideas for the online payment sector. The study's results might empower businesses to expand their user bases and enhance their competitiveness by attracting more individuals to employ M-wallet applications.

This study deals with extended use (TAM) with (TPB), because it is a recently updated model of technology acceptance that takes into account the substantial expansion of the body of research on the adoption of consumer technology (Satama 2014).

1.3 Research Questions:

- What are the antecedents of consumer M-wallet adoption, usage intentions, and usage behaviour in India?
- What is the relationship between the behavioral intention to use mobile wallet adoption and the intention to use M-wallet in India?
- What are the direct effects related to antecedent consumer factors on behavioral intentions of adoption and usage of M-wallet adoption?
- How do different demographics affect the intention to use M-wallet adoption?

1.4 Objectives of the Research:

The study's broad objective is:

- To determine antecedent aspects of M-wallet adoption intentions and usage behavior in India.
- To determine the direct antecedent factors about the acceptance and usage behavioral purposes of M-wallet.
- To objectively ascertain how demographics affect the intention to use M-wallet in the Indian environment.

1.5 The Proposed Model:

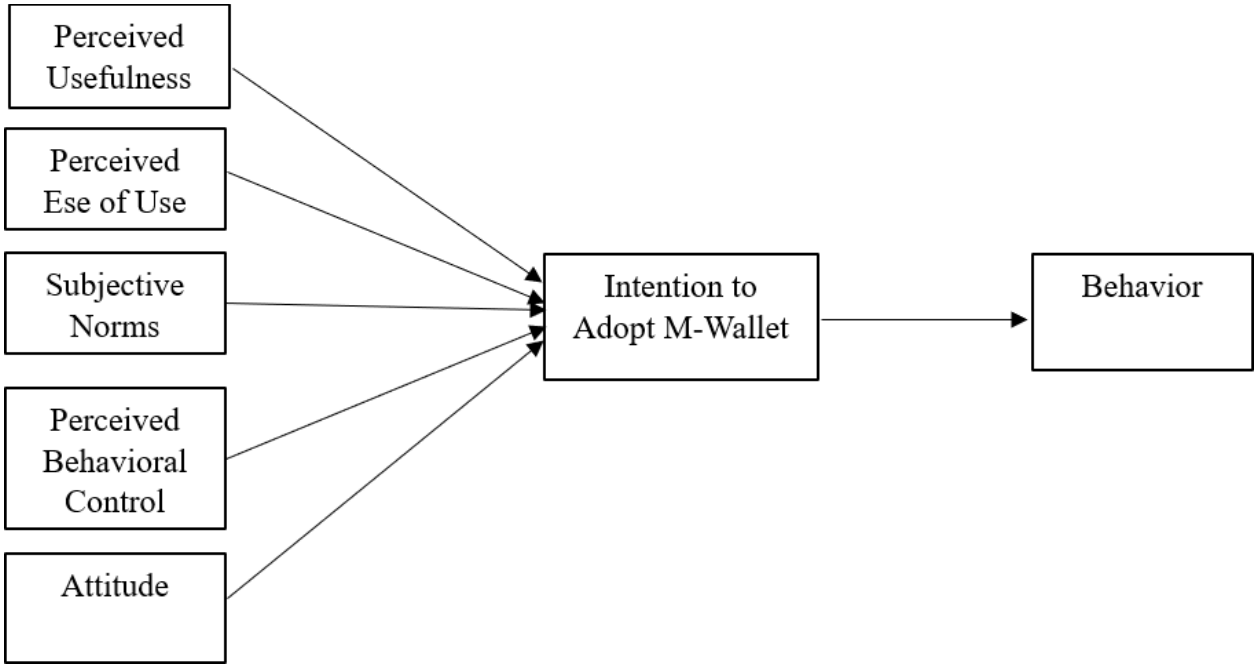
The Theory of Planned Behavior and the Extended Technology Acceptance Model

- David (1989) developed the "Technology Acceptance Model" TAM to explore the reasons that influence individuals' willingness to embrace new technology. This model stands out as one of the popular and frequently utilized frameworks for accessing the inclination to adopt innovative technologies. The TAM, an adaptation of the

TRA (Theory of Reasoned Action) model, was put forth by Davis (1986) to look at the factors that impact the Information System (IS) acceptance. According to the TAM, perceived usefulness as well as perceived ease of use are the two main elements. The first factorhas to do with how much people think that IS can improve their ability to succeed at work. The latter has to do with how they feel using IS is tough. Both elements have an impact on how users feel about technology, which influences how much they utilise the system. One of the main issues with the TAM is that numerous additional factors could affect technology acceptance in particular circumstances, the TAM has undergone significant testing and modification since it was first presented to predict technology adoption behaviour.

- The two additional components in the TPB compared to the TAM are perceived behavioral control and subjective norms. In our study, to investigate the effect of antecedents on mobile users' intention to use the mobile payment system, researchers employ both TAM and TPB.
- The Technology Acceptance Model proposes that not all human behaviours are entirely voluntary; many are influenced by subjective control. The higher the positive intention to engage in a given behavior, the greater the perceived control over it (Flavion et al., 2020). As presented in fig. 1, we have expanded the TAM model in our work by adding 3 new variables that are associated with the theory of planned behavior: a) subjective norms, b) perceived behavioral control, and c) attitude.

Fig. 1. The Model of Extended Technology Acceptance



2.LITERATURE REVIEW

2.1 M- Commerce:

The field of study on mobile commerce (M-commerce) and its implementation is still in its early stages, especially in view of the rapidly developing markets and mobile technologies. The amount of research focused on M-commerce apps, adoption, and frameworks is quite little. A large amount of this research concentrates on M-commerce's technical features. The study of mobile commerce was segregated into 5 main streams by Ngai and Gunasekaran (2007): theory, examples and applications, wireless network infrastructure, mobile middleware, and wireless user interface. Roughly 50% of this research deals with the diffusion and behavior of M-commerce users. Mobile commerce is the use of mobile phones for trading or commerce. Everybody uses a smartphone these days for convenience. The main uses of smartphone technology among consumers are for gaming, shopping, and teaching/learning. However, a few studies about consumers' and users' intentions to take on mobile-payments have been conducted in India.

2.2 Mobile Payment System:

To facilitate financial transactions, whether for personal or business usage, Liebana et al. (2014) define mobile payment, sometimes referred to as M-payment, as any activity utilizing an electronic device connected to a mobile network. M-payment is the use of a mobile device to make payments, with or without the use of middlemen, according to Mallat (2007). However, the focus on using mobile phones for this purpose is what makes M-payment unique (Schierz et al., 2010).

There are two sorts of mobile payments: proximity payments and remote payments. In order to process payments, remote payment systems like mobile banking and mobile internet payment services need to be connected to. On the other hand, proximity payments involve using mobile devices to make payments directly without establishing a connection with a distant server. Paying for various services, meals, and bus fares are a few instances of proximity payments (Zhou, 2013).

2.3 Mobile Applications:

Software fulfills the necessary tasks for users (Hew et al., 2015); mobile apps vary from websites since they may be downloaded via mobile application stores.

Such databases motivate mobile users to implement the available apps (Wong, 2012). There are numerous apps that a user can download from stores to make his or her life easier. There exist mobile wallet applications for gaming, entertainment, teaching, and learning such as YouTube, zoom, and Microsoft Teams, shopping applications like Amazon, and Flipkart, medical apps, etc.

2.4 Mobile Payment Applications:

Applications through which mobile payment transfer occurs are termed as M-payment applications. Users of M-payment applications must create login credentials and link their M- M-payment accounts to their bank accounts. Users are permitted to continue using the current service, even if it is not the best one, because of the formalities involved in launching a new mobile payment application (Wang et al., 2019).

2.5 Mobile Wallet:

The current situation demonstrates that mobile technology, specifically smartphones, is the most essential and vital component of every human life. Instead of using it for conversation, consumers

have access to other services. Use of cell phones has increased the number of transactions has rapidly expanded since it is readily accessible, easy for everyone, and allows for "Anywhere" and "Anytime" transactions. A report released in July 2019 by the Telecom Regulatory Authority of India (TRAI) states that the overall wireless tele-density was 88.50% in July 2019 and grew to 88.64% in the following month. In July 2019, Rajasthan came in at the fourth position in regard to the monthly increase in the total number of cellular customers.

As a result, the smartphone offers a wealth of services to the user, including internet connectivity, Bluetooth connectivity, entertainment options, health, and wellness data, and even payment options. These devices can be used for payment services as well. It is a route that makes it possible for customers to use mobile devices to pay (smartphones).These are some of the easiest and most convenient ways for consumers to pay.

2.5.1 Definition of Mobile Wallet:

"The user can utilise money from their mobile device or tablet's Mobile Wallet (M-wallet), a digitalized version of virtual currency, to make hassle-free purchases of products and services whenever and wherever they choose." (Robin Arnfield, 2015).

2.5.2 Meaning of Mobile Wallet:

A sophisticated, elegant application M-wallet was created specifically for customers to make payments conveniently. For consumers, these are comparable to real wallets. It is a pre-paid account that requires the customer to sign up and attach their bank account info, like their PIN and CVV number, to immediately pay merchants without any difficulty. The consumer must save their credit card data in the mobile application on their mobile device. It offersa simple method for any business or commerce that enables customers to purchase any goods or use any services. M-wallet, e-wallet, and mobile money are othernames for mobile wallets. Overall, M-wallets are a type of mobile technology that lets users send or receive money using their mobile devices an available time. Customers can carry their digital wallets in their pockets just like they do their real ones. Without using cash or credit cards,the consumer can promptly pay their utility bills, transfer funds, book tickets, make online

purchases, etc. M-wallet are often virtual funds that customers upload to their smartphones or tablets to make instantaneous purchases of products and services online.

3.HYPOTHESIS FORMATION

3.1 Perceived Usefulness(PU):

Perceived usefulness is the degree to which a user thinks that adopting a certain technology would improve their performance and productivity (de Luna et al., 2018; Davis, 1993). Many investigators have observed that the intention to use M-wallet services is directly influenced by "Perceived Ease of Use" PEOU (Sinha et al., 2019; Venkatesh et al., 2003). According to Davis (1989), PEOU is a person's estimate of the amount of work needed to utilize a specific system. It is the extent to which people think using a particular technology will be easy in terms of both mental and physical strain.

H1: PU positively influences the intention to adopt M-wallet.

3.2 Perceived Ease of Use (PEU):

As per the number of research, using an M-wallet service is directly correlated with one's "perception of ease of use" PEOU (Venkatesh et al., 2003; Sinhaa et al., 2019). PEOU describes the sense that a person puts a lot of effort into using a specific system. "The extent to which people believe that using a certain technology would be free of physical and mental effort" is how Davis (1989) defines PEOU. Internet banking is one of the many technologies that are significantly impacted by PEOU (Guriting and Ndubisi, 2006). On the basis of several investigations, we developed a theory.

H2: PEOU influences intention to adopt or use M-wallet.

3.3 Subjective Norms:

The pressures or influences a customer face throughout any type of transaction are known as subjective norms. The most prevalent social pressure groups are those made up of friends, family, and coworkers (Ajzen, 1991). Schierz et al. (2010) developed the idea of subjective norms in relation to M-wallets. Subjective norms refer to how desirable mobile payments through a wallet are viewed by an individual's social surroundings. Subjective norms impact consumer attitudes and behavioral intentions, according to the Theory of Planned Behavior (Azen, 1991; Abrhams et al., 1998).

H3: Subjective Norms positively influence the intention to use or embrace M-wallet.

3.4 Perceived Behavioural Control:

Perceived behavioral control is a crucial factor for consumers because it influences how they feel about a particular activity and how other people are perceived in society. It alludes to possible roadblocks to intended course of action, such as opportunities and accessible resources (Liska, 1984; Sarver, 1983). Perceived behavioral control, as defined by Hsu and Huang (2012), is the capacity of an individual to control a particular behavior.

H4: Perceived behavioral control positively impacts on the intention to utilize or implement M-wallet.

3.5 Attitude:

According to de Luna et al. (2018), attitude is a complex idea with behavioral, cognitive, and affective components. A person's experiences, views, and beliefs about a good or service are the cognitive factors; their feelings, emotions, and assessments of the same are the affective components. Intentions like the desire to buy and suggest are included in the behavioral component (de Liuna et al., 2018).

The Technology Acceptance Model (Davis, 1989) and the Theory of Planned Behavior (Ajzen, 1991) both emphasize how important attitude is in shaping users' behavior and willingness to adopt a specific technology.

H5: The user's attitude towards mobile payment positively influences intention to use M-wallet**.**

3.6 Intention to Adopt M-Wallet:

Intentions show people's readiness to try something new or indicate that they intend to frame effort into carrying out the behavior. In our research study, we will see the impact of different antecedents on the intention to adopt M-wallets in India. Also, we will be studying the impact of Behavioral intentions (BI) on usage behavior (UB). According to Pavlou and Fygenson (2006), intentions play an essential role in the (UB) and their relationship is empirically validated. According to Kwok and Gao (2005), people tend to be involved in a certain behaviour if their purpose toward that behaviour is positive as well as vice versa.

H6: The intent of the user to use M-Wallet positively affects their usage patterns.

4.RESEARCH DESIGN

4.1 Inductive Method:

"According to the Internet and Mobile Association of India (2015), out of 352 million Indian Internet users 60% were accessing the internet through mobiles." Also, after the COVID-19 pandemic cashless payments via mobile for adaptation of mobile wallet apps, Ahuja et al. proposed another model with an India are growing tremendously in Indian context. They also addressed the failure of previous models to address online consumer behavior in a real-time Indian context. Customers' application utilization is affected by the following factors, as per this model. (Ahuja et al., 2016).

4.2 Quantitative Approach for Extended TAM Model and TPB

In preparation for this study, an extensive corpus of literature on the acceptance of information and communication technology, as well as M-payment adoption, was consulted. The Theory of Planned Behavior, the TAM model, its extension, and other relevant theories were incorporated in this. Multi-item reflective indicators were utilized to evaluate each of the constructs examined in this study. The comments from the participants were evaluated using a Likert scale with a score of 5, where 1 meant "strongly disagree" and 5 meant "strongly agree." There were two portions to the survey: the first asked questions pertaining to demographics, and the second section evaluated the constructs that influence behavioral intention. Before moving on to the next stage, users had to answer a necessary screening question confirming that they have used M-wallet apps at least once.

5. RESEARCH METHODOLOGY

5.1 Data Collection:

Primary Data will be collected to conduct this study.

5.1.1 Primary Data:

- Questionnaires

- Personal Interviews
- Sampling

6.FUTURE RESEARCH DIRECTIONS

Future events will always be uncertain. Every element will be unique, particularly in terms of mobile phones. Smartphones were mostly used by consumers for communication, but the situation has changed, and these devices are now beneficial for conducting business. Since consumers may now buy things using their smart phones instead of carrying physical cash, this modified function has proven to be a helpful tool for customers. The mobile wallet firms encountered a number of chances and difficulties.

6.1 Opportunities:

- **Rural Areas:** Rural areas represent an important part of the Indian economy. Regrettably, in rural regions, where more than half of the population lives, users had no access to bank accounts.
- **Loyalty:** Most consumers were loyal to the goods under their own brands, which encouraged them to purchase those goods frequently. This is an opportunity for providers of mobile wallets to provide different incentives and cash backs on their own mobile wallets in an effort to keep customers from using them to make payments.
- **Ownership of smartphones:** An increased use of mobile payment methods appears to be correlated with the prevalence of smartphones. As a result, mobile wallet providers will have the chance to encourage customers to use mobile wallets as their preferred payment way instead of using any other payment method.

7.IMPLICATIONS

It is evident from the literature review that customers believe m- wallets to be more practical, user-friendly, and convenient than traditional payment options. The first management and business implication that can be made from this study is that organisations should put an emphasis on making their m- wallet services simple to use, practical, safe, and suitable with their users' lifestyles in order to get customers to utilise them. As a result, mobile wallet providers must concentrate on streamlining the user interface and enabling personalization and customization of the features in mobile wallets. Furthermore, M-wallet providers can utilise this platform to advertise their goods and services because working executives and students routinely engage in social media interactions and activities.

8. REFERENCES

- Abrams, D., Ando, K., & Hinkle, S. (1998). Psychological attachment to the group: Cross-cultural differences in organizational identification and subjective norms as predictors of workers' turnover intentions. Personality and Social psychology bulletin, 24(10), 1027-1039.
- Ahuja, V., & Khazanchi, D. (2016). Creation of a conceptual model for adoption of mobile apps for shopping from e-commerce sites–An Indian context. Procedia Computer Science, 91, 609-616.
- Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.
- Arnfield, R. (2015). Mobile wallets 101. Retrieved September, 15, 2015.
- Dahlberg, T., Guo, J., & Ondrus, J. (2015). A critical review of mobile payment research. Electronic commerce research and applications, 14(5), 265-284.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS quarterly, 319-340.
- Flavián, C., Guinaliu, M., & Lu, Y. (2020). Mobile payments adoption–introducing mindfulness to better understand consumer behavior. International Journal of Bank Marketing.

- Guriting, P., & Ndubisi, N. O. (2006). Borneo online banking: evaluating customer perceptions and behavioural intention. Management research news.
- Hedman, J., & Henningsson, S. (2015). The new normal: Market cooperation in the mobile payments ecosystem. Electronic Commerce Research and Applications, 14(5), 305-318.
- Hew, J. J., Lee, V. H., Ooi, K. B., & Wei, J. (2015). What catalyses mobile apps usage intention: an empirical analysis. Industrial Management & Data Systems.
- Hsu, C. H., & Huang, S. (2012). An extension of the theory of planned behavior model for tourists. Journal of Hospitality & Tourism Research, 36(3), 390-417.
- Hwang, R. J., Shiau, S. H., & Jan, D. F. (2007). A new mobile payment scheme for roaming services. Electronic Commerce Research and Applications, 6(2), 184-191.
- Islam, T., Abid, C., Salman, M., & Ahmer, Z. (2020). How perceptions about ease of use and risk explain intention to use mobile payment service in Pakistan? The mediating role of perceived trust. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, *14*(1), 34-48.
- Kwok, S. H., & Gao, S. (2005). Attitude towards knowledge sharing behavior. Journal of computer information systems, 46(2), 45-51.
- Liébana-Cabanillas, F., Ramos de Luna, I., & Montoro-Ríos, F. J. (2015). User behaviour in QR mobile payment system: the QR Payment Acceptance Model. Technology Analysis & Strategic Management, 27(9), 1031-1049.
- Liébana-Cabanillas, F., Marinkovic, V., de Luna, I. R., & Kalinic, Z. (2018). Predicting the determinants of mobile payment acceptance: A hybrid SEM-neural network approach. Technological Forecasting and Social Change, 129, 117-130.
- Liébana-Cabanillas, F., Sánchez-Fernández, J., & Muñoz-Leiva, F. (2014). Antecedents of the adoption of the new mobile payment systems: The moderating effect of age. Computers in Human Behavior, 35, 464-478.
- Liska, A. E. (1984). A critical examination of the causal structure of the Fishbein/Ajzen attitude-behavior model. Social psychology quarterly, 61-74.

- Luna-Nevarez, C., & McGovern, E. (2018). On the use of mobile apps in education: The impact of digital magazines on student learning. *Journal of Educational Technology Systems*, *47*(1), 17-31.
- Mallat, N. (2007). Exploring consumer adoption of mobile payments–A qualitative study. The Journal of Strategic Information Systems, 16(4), 413-432.
- Ngai, E. W., & Gunasekaran, A. (2007). A review for mobile commerce research and applications. Decision support systems, 43(1), 3-15.
- Oliveira, T., Thomas, M., Baptista, G., & Campos, F. (2016). Mobile payment: Understanding the determinants of customer adoption and intention to recommend the technology. Computers in human behavior, 61, 404-414.
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. MIS quarterly, 115-143.
- P. Guriting and N. O. Ndubisi, "Borneo online banking: Evaluating customer perceptions and behavioral intention," Management Research News, vol. 29, no. 1/2, pp. 6–15, 2006.
- Pham, T. T. T., & Ho, J. C. (2015). The effects of product-related, personal-related factors and attractiveness of alternatives on consumer adoption of NFC-based mobile payments. Technology in society, 43, 159-172.
- Phonthanukitithaworn, C., Sellitto, C., & Fong, M. W. (2016). An investigation of mobile payment (m-payment) services in Thailand. Asia-Pacific Journal of Business Administration.
- Satama, S. (2014). Consumer adoption of access-based consumption services-Case AirBnB.
- Sarver, V. T. (1983). Ajzen and Fishbein's" theory of reasoned action": A critical assessment.
- Schierz, P. G., Schilke, O., & Wirtz, B. W. (2010). Understanding consumer acceptance of mobile payment services: An empirical analysis. Electronic commerce research and applications, 9(3), 209-216.

- Scornavacca, E., & Hoehle, H. (2007). Mobile banking in Germany: a strategic perspective. International Journal of Electronic Finance, 1(3), 304-320.
- Sinha, N., & Singh, N. (2019). Understanding technology readiness and user's perceived satisfaction with mobile wallets services in India. *NMIMS Management Review*, *37*(3), 10-33.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. MIS quarterly, 425-478.
- Wang, L., Luo, X. R., Yang, X., & Qiao, Z. (2019). Easy come or easy go? Empirical evidence on switching behaviors in mobile payment applications. Information & Management, 56(7), 103150.
- Wang, Y., Hahn, C., & Sutrave, K. (2016, February). Mobile payment security, threats, and challenges. In 2016 second international conference on mobile and secure services (MobiSecServs) (pp. 1-5). IEEE.
- Wong, L. H. (2012). A learner-centric view of mobile seamless learning. *British Journal of Educational Technology*, *43*(1), E19-E23. Zhou, T. (2013). An empirical examination of continuance intention of mobile payment services. Decision support systems, 54(2), 1085-1091.

MANAV RACHNA UNIVERSITY

Swami Vivekananda Library and Resource Centre
Manav Rachna University

SIMILARITY VERIFICATION CERTIFICATE

Title: An Empirical Investigation to study the factors affecting Mobile Wallet Adoption:- A demographical research in Indian Context

Researcher: Himanshi Bhardwaj

Registration Number: MRU.MCDN012K20050

Supervisor: Dr. Pooja Kapoor

Department: Management & Commerce

This is to certify that the above mentioned Short Synopsis/Thesis was scanned for similarity index through Drill Bit Software on 7.05.24 with submission ID 1760143 and the similarity index was found to be 4 %. The complete report running into 16 Pages, 4837 Word count with File Size 1154 KB is being forwarded to the Research Supervisor/DRC/DRB for review.

Date: 7.05.24

Swami Vivekananda Library & Resource Centre * Manav Rachna University * Faridabad

7/5/2024

The complete report of the above Short Synopsis/Thesis has been reviewed and the similarity index is below the accepted norms as per the University Grants Commission (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions) Regulations 2018. The Short Synopsis/Thesis may be considered for further processing

Himanshi Bhardwaj 7/5/24
Research Scholar

Pooja 7/5/24
Research Supervisor

DrillBit

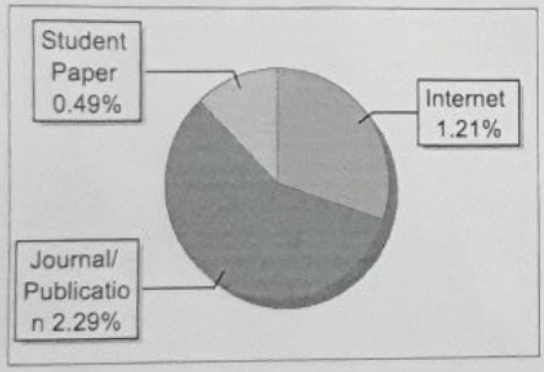
The Report is Generated by DrillBit Plagiarism Detection Software

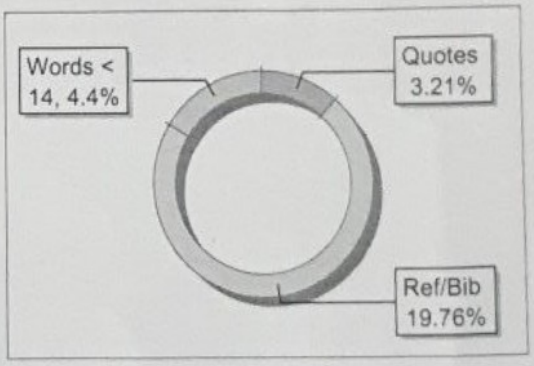
Submission Information

Author Name	HIMANSHI BHARDWAJ
Title	An Empirical Investigation to Study the factors affecting Mobile Wallet Adoption: A Demographical Research in Indian Context
Paper/Submission ID	1760143
Submitted by	netrapal.library@mru.edu.in
Submission Date	2024-05-07 10:41:51
Total Pages	17
Document type	Synopsis

Result Information

Similarity **4 %**





Exclude Information

Quotes	Excluded
References/Bibliography	Excluded
Sources: Less than 14 Words %	Excluded
Excluded Source	0 %
Excluded Phrases	Not Excluded

Database Selection

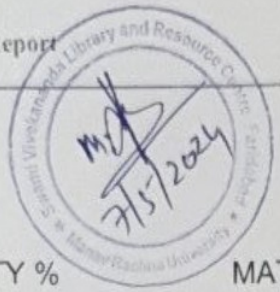
Language	English
Student Papers	Yes
Journals & publishers	Yes
Internet or Web	Yes
Institution Repository	Yes

A Unique QR Code use to View/Download/Share Pdf File

Prof 7/5/24 Shivananda Academy

DrillBit 7/5/24

DrillBit Similarity Report



4	Excluding matches less than 14 words	6	A
SIMILARITY %		MATCHED SOURCES	GRADE

A-Satisfactory (0-10%)
B-Upgrade (11-40%)
C-Poor (41-60%)
D-Unacceptable (61-100%)

LOCATION	MATCHED DOMAIN	%	SOURCE TYPE
4	www.sciencedirect.com	1	Internet Data
5	repository.rongovarsity.ac.ke	1	Publication
6	assumptionjournal.au.edu	1	Publication
9	www.indiabix.com	1	Internet Data
10	dr.lib.sjp.ac.lk	<1	Publication
11	Submitted to Visvesvaraya Technological University, Belagavi	<1	Student Paper

An Empirical Investigation to Study the factors affecting Mobile Wallet Adoption: A Demographical Research in Indian Context

SHORT SYNOPSIS

By

HIMANSHI BHARDWAJ
2K21-PFM-008

Under the supervision of

Dr. POOJA KAPOOR
Associate Professor

Name of Co-Supervisor(s)
Designation

MANAV RACHNA UNIVERSITY

Year *2020*

ABSTRACT

There has been a noticeable surge in the utilization of wearable and smartphone software, which has coincided with a significant growth in popularity of mobile wallets, in recent years. Subsequently, various aspects related to mobile applications are being studied by researchers around the globe. Each and every individual is using a smartphone to make

DrillBit

The Report is Generated by DrillBit AI Content Detection Software

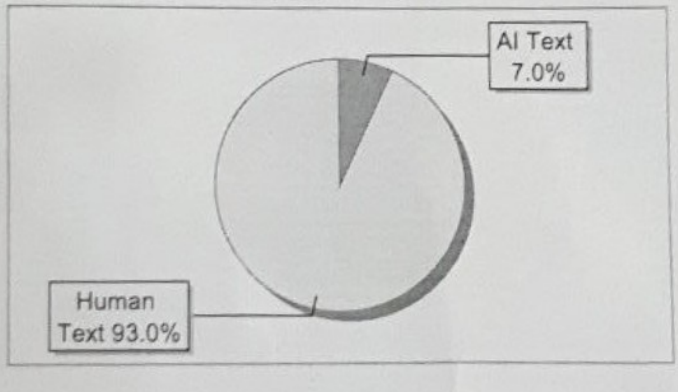
Submission Information

Author Name	HIMANSHI BHARDWAJ
Title	An Empirical Investigation to Study the factors..
Paper/Submission ID	1760143
Submitted By	netrapal.library@mru.edu.in
Submission Date	2024-05-07 10:41:51
Total Pages	17
Document type	Synopsis

Result Information

AI Text: 7 %

Content Matched



Disclaimer:

* The content detection system employed here is powered by artificial intelligence (AI) technology.
* Its not always accurate and only help to author identify text that might be prepared by a AI tool.
* It is designed to assist in identifying & moderating content that may violate community guidelines/legal regulations, it may not be perfect.